



WPTV

ORDER

Print Date 08/21/12

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Flight Dates **08/08/12-08/14/12**

Contract / Revision **306933 /**

Original Date / Revision
08/03/12 08/10/12

Advertiser **Nikolits / Non / PB Property**

Agency **Cardinal Strategies, LLC**

Buying Contact

**3901 South Flagler Drive
Ste 903
West Palm Beach, FL 33405**

Primary Account Executive
WPTV House

Account Executive	Order%	Start Date	End Date
WPTV House	100%		

Product

Nikolits for Property Appraiser

Agency Com 15%

Billing Contact

**3901 South Flagler Drive
Ste 903
West Palm Beach, FL 33405**

Sales Office WPTVL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Order Share 100% Market Value 10260

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	23	\$8,721.00	\$10,260.00	98.00
Totals	23	\$8,721.00	\$10,260.00	98.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/14/12	23	\$8,721.00	\$10,260.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	08/08/12	08/10/12	M-F 5-6a Today on 5	CM	5-6a	-- WTF--	:30	3	\$250.00	P-1	1.20	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-- WTF--					3	\$250.00		1.20			
N 2	WPTV	08/13/12	08/14/12	M-F 5-6a Today on 5	CM	5-6a	MT-----	:30	2	\$250.00	P-1	1.20	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$250.00		1.20			
N 3	WPTV	08/08/12	08/10/12	M-F 6-7a Today on 5	CM	6-7a	-- WTF--	:30	3	\$475.00	P-3	3.80	NM	3	\$1,425.00



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Flight Dates **08/08/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/10/12

Order Sep 00:20:00

Advertiser **Nikolits / Non / PB Property** Product **Nikolits for Property Apprai Estimate #**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	08/08/12	08/10/12	M-F 6-7a Today on 5	CM	6-7a	-- WTF--	:30	3	\$475.00	P-3	3.80 NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-- WTF--					3	\$475.00		3.80		
N 4	WPTV	08/13/12	08/13/12	M-F 6-7a Today on 5	CM	6-7a	M-----	:30	1	\$850.00	FX	3.80 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$850.00		3.80		
N 5	WPTV	08/13/12	08/13/12	M-F 7-9a Today Show	CM	7-9a	M-----	:30	1	\$900.00	FX	6.20 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$900.00		6.20		
N 6	WPTV	08/08/12	08/10/12	M-F 5-530p Live on 5	CM	5-530p	-- WTF--	:30	1	\$585.00	P-3	5.70 NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-- WTF--					1	\$585.00		5.70		
N 7	WPTV	08/13/12	08/13/12	M-F 5-530p Live on 5	CM	5-530p	M-----	:30	1	\$650.00	P-1	5.70 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$650.00		5.70		
N 8	WPTV	08/08/12	08/10/12	M-F 530-6p M-F 530-6p	CM	530-6p	-- WTF--	:30	2	\$425.00	P-3	6.80 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-- WTF--					2	\$425.00		6.80		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	08/06/12-08/12/12		M-F 530-6p		530-6p	-- WThF----	:30		(\$425.00)		6.80 NM		
See MG 12.2, 12.3, 12.4, 12.5, 12.6, 12.7 [higher dollar political]														
N 9	WPTV	08/13/12	08/13/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$650.00	P-1	6.80 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$650.00		6.80		
N 10	WPTV	08/08/12	08/10/12	M-F 6-630p M-F 6-630p	CM	6-630p	-- WTF--	:30	2	\$500.00	P-3	8.60 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-- WTF--					2	\$500.00		8.60		
N 11	WPTV	08/13/12	08/13/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$900.00	P-1	8.60 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$900.00		8.60		
N 12	WPTV	08/08/12	08/10/12	Oly M-Su Late News M-Su Late News/Olympic:	CM	12x-1235x	-- WTF--	:30	1	\$600.00	P-3	6.50 NM	6	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-- WTF--					1	\$600.00		6.50		



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Advertiser **Nikolits / Non / PB Property** Product **Nikolits for Property Apprai Estimate #**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 12	WPTV	08/08/12	08/10/12	Oly M-Su Late News M-Su Late News/Olympic:	CM	12x-1235x	-- WTF--	:30	1	\$600.00	P-3	6.50 NM	6	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-- WTF--	1		\$600.00		6.50					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPTV	08/06/12-08/12/12		Oly M-Su Late News	12x-1235x		-- WThF----	:30	(\$600.00)	6.50	NM			
See MG 12.2, 12.3, 12.4, 12.5, 12.6, 12.7 [na]														
2	NPTV	08/11/12-08/11/12		Sa 6-7a	6-7a		-----Sa--	:30	\$250.00	6.50	NM			
Ⓜ MG for 13.1, 8.1, 12.1														
3	NPTV	08/11/12-08/11/12		SA 9-10am Local Special	9-10am		-----Sa--	:30	\$250.00	3.30	NM			
Ⓜ MG for 13.1, 8.1, 12.1														
4	NPTV	08/06/12-08/12/12		Early Morning Olympics SU	6-10a		-----Su	:30	\$450.00	6.50	NM			
Ⓜ MG for 13.1, 8.1, 12.1														
5	NPTV	08/13/12-08/13/12		M-F 4p-5p	4-5p		M-----	:30	\$450.00	3.50	NM			
Ⓜ MG for 13.1, 8.1, 12.1														
6	NPTV	08/13/12-08/13/12		M-F 3p-4p	3-4p		M-----	:30	\$200.00	0.00	NM			
Ⓜ MG for 13.1, 8.1, 12.1														
7	NPTV	08/12/12-08/12/12		SU 5-6am News	5-6a		-----Su	:30	\$25.00	0.00	NM			
Ⓜ MG for 13.1, 8.1, 12.1														
N 13	WPTV	08/12/12	08/12/12	Oly M-Su Late News M-Su Late News/Olympic:	CM	11p-1135p	-----S	:30	1	\$600.00	P-3	6.50 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----S	1		\$600.00		6.50					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPTV	08/06/12-08/12/12		Oly M-Su Late News	11p-1135p		-----Su	:30	(\$600.00)	6.50	NM			
See MG 12.2, 12.3, 12.4, 12.5, 12.6, 12.7 [higher dollar political]														
Totals													23	\$10,260.00